

DIGITALLY WATERMARKING PHYSICAL MEDIAAbstract of the Disclosure

A digital watermark is embedded within a two-dimensional visual design on a CD, SACD or DVD. A pattern of pits or data indentations forms the visual design. The watermark is embedded by slightly varying various pit locations within the visual design. The digital watermark is used as a counterfeit deterrent and as an identifier. Once extracted, the identifier is used to link to related content via the internet.